



1918
SHEAFFER'S

**SELF-FILLING
SELF-CLEANING
NON-LEAKABLE
FOUNTAIN PEN**

A REAL
SELF-FILLING PEN

**GUARANTEED TO SATISFY
EVERY PURCHASER**

**W. A. SHEAFFER PEN COMPANY
FORT MADISON, IOWA**

SERVICE STATIONS:

NEW YORK
203 Broadway
KANSAS CITY
Gateway Station

CHICAGO
604 Consumers Bldg.
SAN FRANCISCO
Monadnock Bldg.



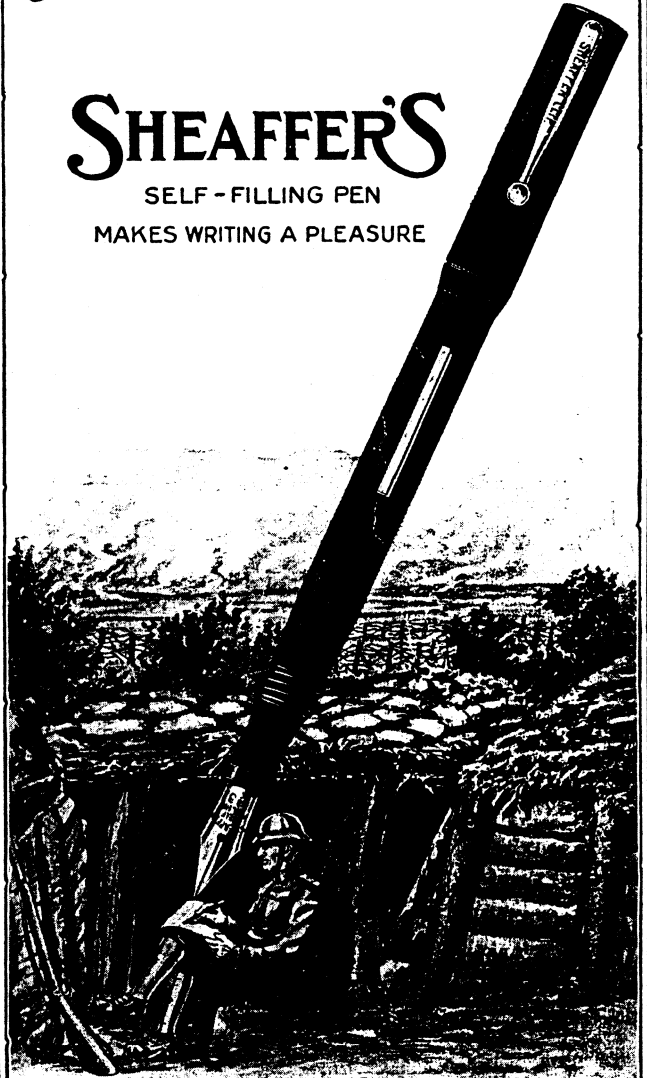
DESALNIERS & CO., MOLINE, ILL.

#18

(2)

1918.
**IN THE FRONT LINE
of PERFECTION**

SHEAFFER'S
SELF-FILLING PEN
MAKES WRITING A PLEASURE



**THE
WORLD'S
BEST
PEN**

#1

SHEAFFER'S POCKET CLIP

THIS clip is attached to the end of the SHEAFFER Self-Filling Fountain Pen. The metal clips are twenty-five cents each; the sterling silver, fifty cents; the gold-filled, one dollar; solid gold, two dollars.



The SHEAFFER Pocket Clip completes the SHEAFFER Pen in every detail. It is fastened to the extreme end of the cap, thus permitting the pen to pass deep down into the pocket, which, of course, insures greater safety.

The clip is attached by the means of two arms extending to the inner cap. This connection fastens the clip securely and gives it the proper holding power.

OUR GOLD PENS

THE gold pens used in the SHEAFFER Self-Filling Fountain Pens are the best that can be produced. They are 14k solid gold, hand-tempered, and tipped with hard selected iridium.

These pens are made in all sizes, and we are able to duplicate any kind of point. In order that every writer may be perfectly satisfied with the SHEAFFER Pen, we will carefully select for him an exact duplicate of the style point he is now using.

There are short, medium and long nibs; fine, medium, coarse and stub points; also extra fine, left oblique, falcon, turned-up, stenographer, bookkeeper and manifold points.

A pen should be used several times, giving it a chance to get thoroughly wet.

If it fails to write properly after a thorough trial, take it to the nearest SHEAFFER dealer, or mail it to us. We want every user of a SHEAFFER Self-Filling Pen to be perfectly satisfied.

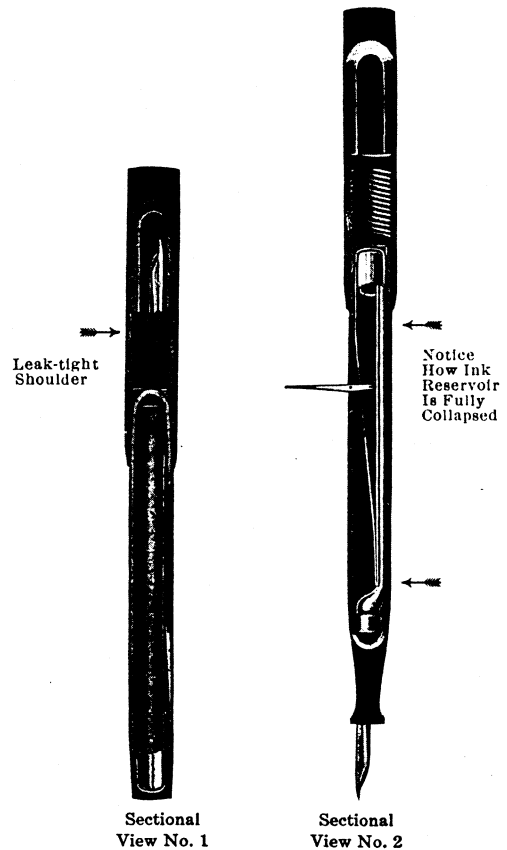
SECTIONAL VIEW

BELOW you will notice the sectional view of the pen. View No. 1 shows the elastic ink reservoir filled and the lever filler closed. It also shows pen point in air-tight chamber in cap. Notice how the end of the feed section fits tightly against the shoulder of the cap, thus forming an air-tight chamber and making it impossible for the SHEAFFER Pen to leak, no matter in what position you may carry it.

View No. 2 shows the lever open, with ink reservoir compressed ready for filling. When the lever is down, the ink reservoir is completely collapsed, insuring complete filling of the pen to its full capacity every time.

You will also notice that this lever works independently of the rubber sack and does not depend upon its expansion to hold it in place.

This simple filling device also cleans the pen automatically every time it is filled, as all the old ink is forced out when the lever is raised.



Sectional View No. 1

Sectional View No. 2

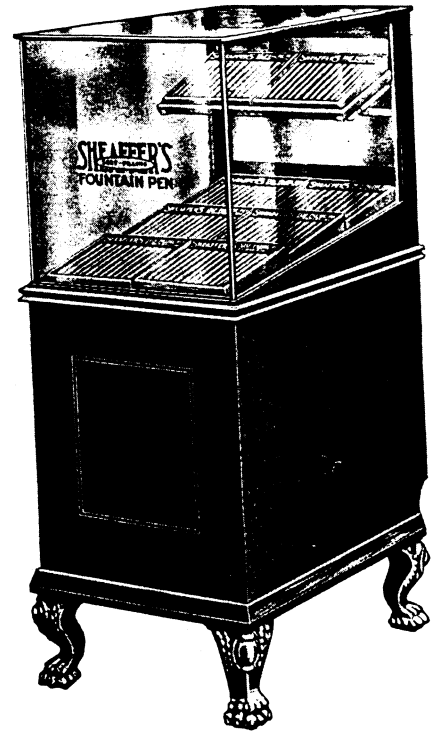
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SELF-FILLING PEN

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Made in chased or plain black holders.
Add \$0.25 for the Liberty silver clips.



SHEAFFER DISPLAY CASES

THE above is a reproduction of the SHEAFFER 8-Dozen Floor Case. This same case is also used without the shelf for 6-dozen display.

You will note that this case shows the same high grade of workmanship and materials that are used on the 12-dozen size. It is made up in the same manner as the 12-dozen case, with space underneath for surplus stock, advertising matter, etc.

These cases are finished in golden oak, mahogany, or in any finish desired to match store fixtures.

This 8-dozen case makes a very beautiful display where there is not room for the larger one.

SHEAFFER COUNTER CASES

We can also furnish very beautiful plate-glass counter cases for the displaying of two, three, four and six-dozen assortments.



No. 4
\$4.00



No. 5
\$5.00



No. 8
\$8.00
No. 6
Same Holder with
No. 6 Nib
\$6.00

Made in chased or plain black holders.
Add \$0.25 for the Liberty silver clips.



No. 26EM
Sterling Silver
\$9.00
No. 36EM
Rolled Gold
\$10.00
No. 366EM
14K Gold
\$35.00



No. 36S
Rolled Gold
\$9.00



No. 35S
Rolled Gold
\$12.00

Short pen—right length to carry in lady's hand-bag.
With ring—may be attached to Waldemar Vest Chain.



No. 26M
Sterling Silver \$7.00
No. 36M
Rolled Gold \$8.00
No. 366M
14K Gold \$27.50



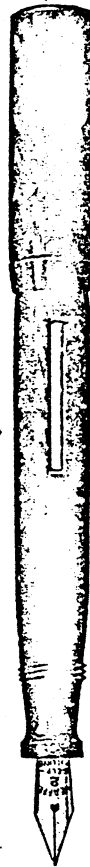
No. 26RM
Sterling Silver \$7.00
No. 36RM
Rolled Gold \$8.00
No. 366RM
14K Gold \$30.00



No. 26CRM
Sterling Silver \$7.00
No. 36CRM
Rolled Gold \$8.00
No. 366CRM
14K Gold \$30.00

Short pen—right length to carry in lady's hand-bag.
With ring—may be attached to Waldemar Vest Chain.

Soldiers prefer our short pen with clip, as it fits in breast pocket under lapel.



No. 2M
\$2.50



No. 21SC
Rolled Gold Crown \$3.50
No. 29SC
14K Gold Crown \$6.50



No. 4S \$4.00
No. 5
Same Holder with No. 5 Nib \$5.00

Short models for vest pocket or lady's hand-bag.

Made in chased or plain black holders.
Add \$0.25 for the Liberty silver clips.
Cannot attach clips to No. 2M or No. 21SC.

SHEAFFER'S
SELF-FILLING PEN



No. 41
Band Rolled Gold
\$5.00
No. 49
Band 14K Gold
\$6.50



No. 41S
Band Rolled Gold
\$5.00
No. 49S
Band 14K Gold
\$6.50



No. 61
Band Rolled Gold
\$7.00
No. 81
Band Rolled Gold
Same Holder
With No. 8 Nib
\$9.00

Add \$1.00 for gold-filled clips.
Add \$2.00 for solid 14k gold clips.

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SELF-FILLING PEN

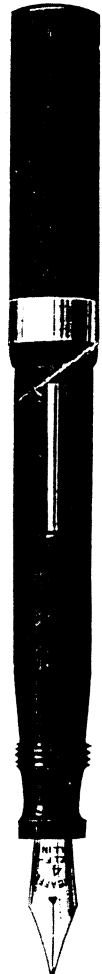
Soldiers prefer our short pen with clip, as it fits in breast pocket under lapel.



No. 2½S
Band Rolled Gold
\$3.00
No. 29½S
Band 14K Gold
\$4.50



No. 3½S
Band Rolled Gold
\$3.50
No. 39½S
Band 14K Gold
\$5.00



No. 49½S
Band 14K Gold
\$6.00

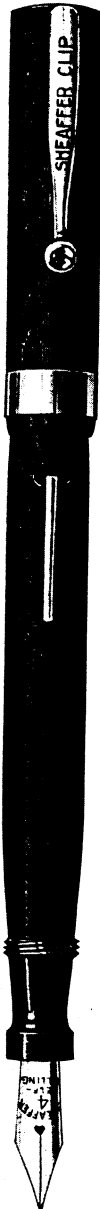
Short models for vest pocket or lady's hand-bag.

Add \$1.00 for gold-filled clips.
Add \$2.00 for solid 14k gold clips.

SHEAFFER'S
SELF-FILLING PEN



No. 24
Band Rolled Gold \$3.00
No. 294
Band 14K Gold \$4.50



No. 49
Band 14K Gold \$6.00



No. 27 Scroll
Sterling Silver \$6.00
No. 37 Scroll
Rolled Gold \$8.00

Sterling silver clips attached, add \$0.50 to cost.
Rolled gold clips attached, add \$1.00 to cost.
Add \$2.00 for solid 14k gold clips.

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SHEAFFER'S
SELF-FILLING PEN

Soldiers prefer our short pen with clip, as it fits in breast pocket under lapel.



No. 21S
Band Rolled Gold \$3.50
No. 29S
Band 14K Gold \$5.00



No. 31S
Band Rolled Gold \$4.00
No. 39S
Band 14K Gold \$5.50



No. 341S
Band Rolled Gold \$4.50

Short models for vest pocket or lady's hand-bag.

Add \$1.00 for gold-filled clips.
Add \$2.00 for solid 14k gold clips.